



THE CLAIMS

Applicant has requested amendment to claims 1, 6, 16 and 22, a copy of each of these claims being presented herein. A marked-up version of these claims indicating insertions and deletions entitled "Version With Markings Showing Changes Made" is included as an attachment to this amendment.

Please amend claims 1, 6, 16 and 22 as follows.

c1
1. (Three Times Amended) An information transmitting method for transmitting a program guide information together with a broadcasting program, wherein commercial information which corresponds to said program guide information and which is sequentially displayed on a program guide screen in a receiver is transmitted together with said program guide information; and wherein said commercial information is transmitted in accordance with said address information comprising said commercial information when a cursor is moved onto a program column of said program guide screen.

c2
6. (Three Times Amended) A receiving apparatus for receiving a broadcasting signal including commercial information and electronic program guide information, comprising: separating means for separating said program guide information from the received broadcasting signal; and processing means for displaying commercial information in a part of a display area and an electronic program guide screen including program columns corresponding to a plurality of programs based on the separated electronic program guide information, wherein

C2
cancel.
said processing means performs display processing to sequentially display a plurality of commercial information in said part of the display area on said electronic program guide screen.

C3
16. (Twice Amended) A receiving method, comprising the steps of:
receiving a broadcasting signal including commercial information and electronic program guide information;
separating said electronic program guide information from the broadcasting signal received;
displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information;
moving a cursor onto one program column on said electronic program guide screen being displayed; and
sequentially displaying a plurality of said commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.

C4
22. (Twice Amended) A broadcasting system, comprising:
a transmitting apparatus for transmitting a broadcasting signal including commercial information and electronic program guide information; and
a receiving apparatus for receiving said broadcasting signal separating said electronic program guide information from the broadcasting signal received;

displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information;

C4
cont.
moving a cursor onto one program column on said electronic program guide screen being displayed; and

sequentially displaying a plurality of said commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.

Please add new claims 27-30 as follows.

27. (New) The information transmitting method according to claim 1, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

28. (New) The receiving apparatus according to claim 6, wherein when a cursor is moved onto one program column on said electronic program guide screen, said processing means performs display processing to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.